Bookazine Underwrites NEIBA Grants January 8, 2008

Bookazine has become an underwriter of the New England Independent Booksellers Association's grant program that was established last year to assist booksellers' efforts to promote the value of local businesses and to help establish local independent business alliances.

In a statement, Kathleen Willoughby, v-p of marketing and online development at Bookazine, said: "The work that member bookstores have already achieved with the grants awarded is astounding--and clearly the groundswell of a movement that we believe will significantly impact the retail environment."

NEIBA executive director Steve Fischer thanked Bookazine, saying, "Our members need help fighting the good fight, educating the consumer on the value of shopping independently owned and operated businesses. In less than one year we have awarded grants totaling over $10,000 and the financial boost given to NEIBA by Bookazine will help many booksellers in New England--many of whom are Bookazine customers. It's a win-win situation."